

Nanci Bompey Assistant Director, AGU Public Information

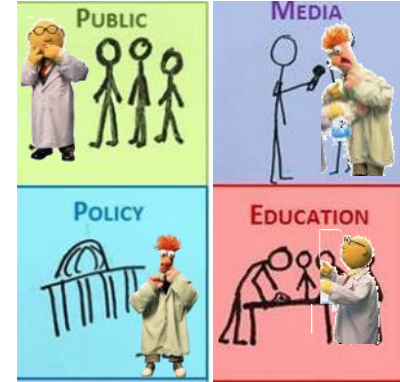
AGU's Sharing Science program



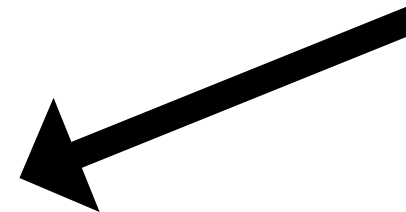
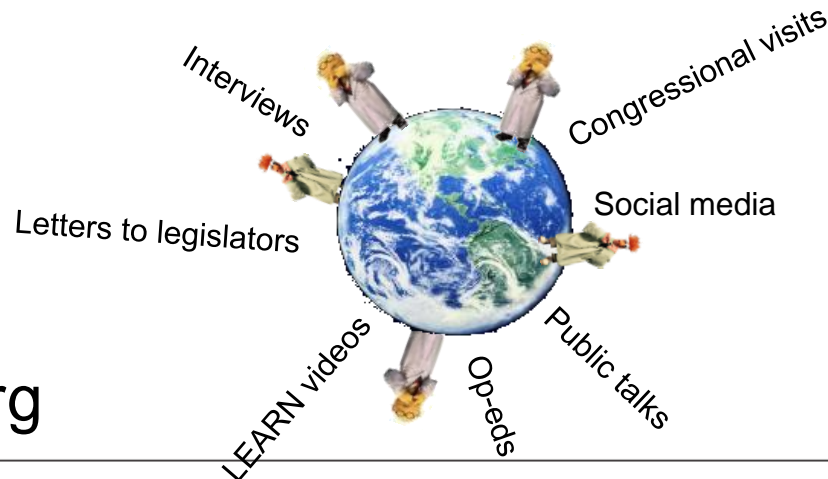
**Identify
interested scientists**



**Give them skills,
support, and resources**



**Give them opportunities
to share their science with
many audiences in many ways**



sharingscience.agu.org

Most Americans Cannot Name a Living Scientist

Important for Scientists to Engage with Public on Research

How important is it for scientists to inform elected officials and the public about their research and its impact on society?



60% Very important
26% Somewhat important
5% Not too important
2% Not at all important
7% Not sure

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in July 2017.

Most Americans Cannot Name a Living Scientist

Can you name a living scientist?



20% Yes, I can name
Neil deGrasse Tyson (**30%**)
Bill Nye (**9%**)
James Watson (**9%**)
Jane Goodall (**9%**)
Stephen Hawking (**4%**)*
Alan Guth (**3%**)
Michio Kaku (**3%**)
Richard Dawkins (**3%**)
Tim Berners-Lee (**3%**)
Elon Musk (**2%**)
Noam Chomsky (**2%**)
* deceased
80% No/Not sure

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2019.

Most Americans Don't Know Research is Conducted in All 50 States

To the best of your knowledge, would you say that medical research in the U.S. is conducted in all 50 states?



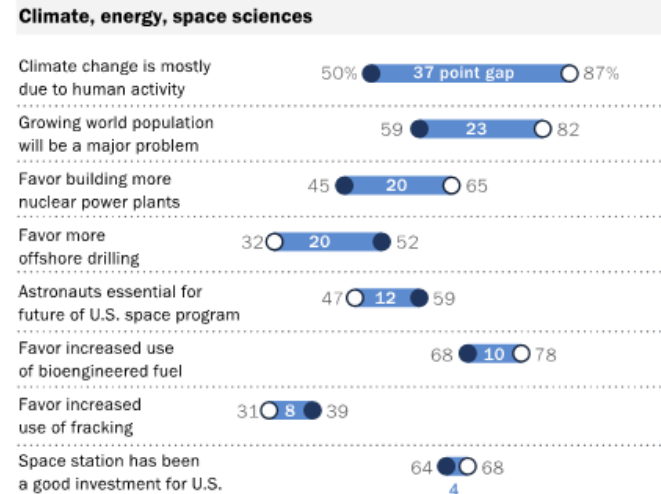
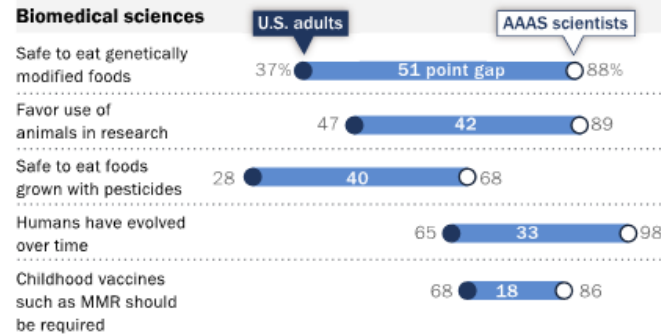
27% Yes
32% No
41% Not sure

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019.

Disconnect b/t public and scientists

Opinion Differences Between Public and Scientists

% of U.S. adults and AAAS scientists saying each of the following



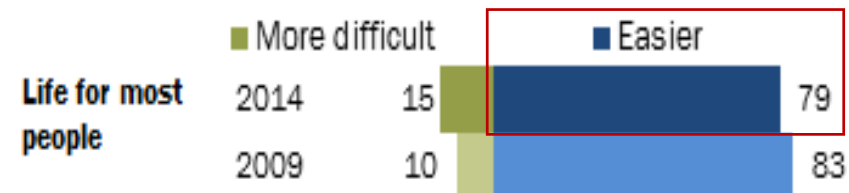
Survey of U.S. adults August 15-25, 2014. AAAS scientists survey Sept. 11-Oct. 13, 2014. Other responses and those saying don't know or giving no answer are not shown.

PEW RESEARCH CENTER

People like science and scientists

- 79% of U.S. adults say science has made life easier for most people.

% of U.S. adults saying science has made life easier or more difficult for most people

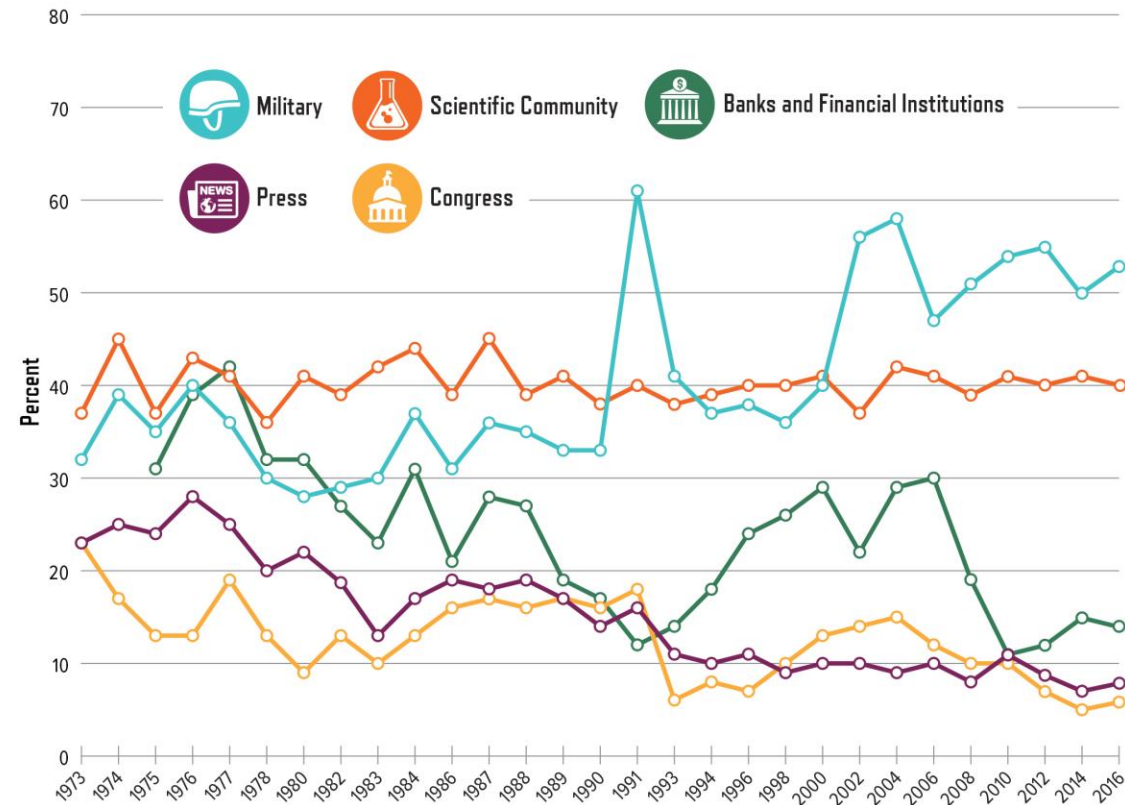


Survey of U.S. adults August 15-25, 2014. Q4, 5a-c. Comparison with survey conducted April 28-May 12, 2009. Those saying don't know or volunteering no effect are not shown.

PEW RESEARCH CENTER

People trust science and scientists

Percentage of U.S. Adults with a “Great Deal” of Confidence in the Leaders of the Following Institutions:

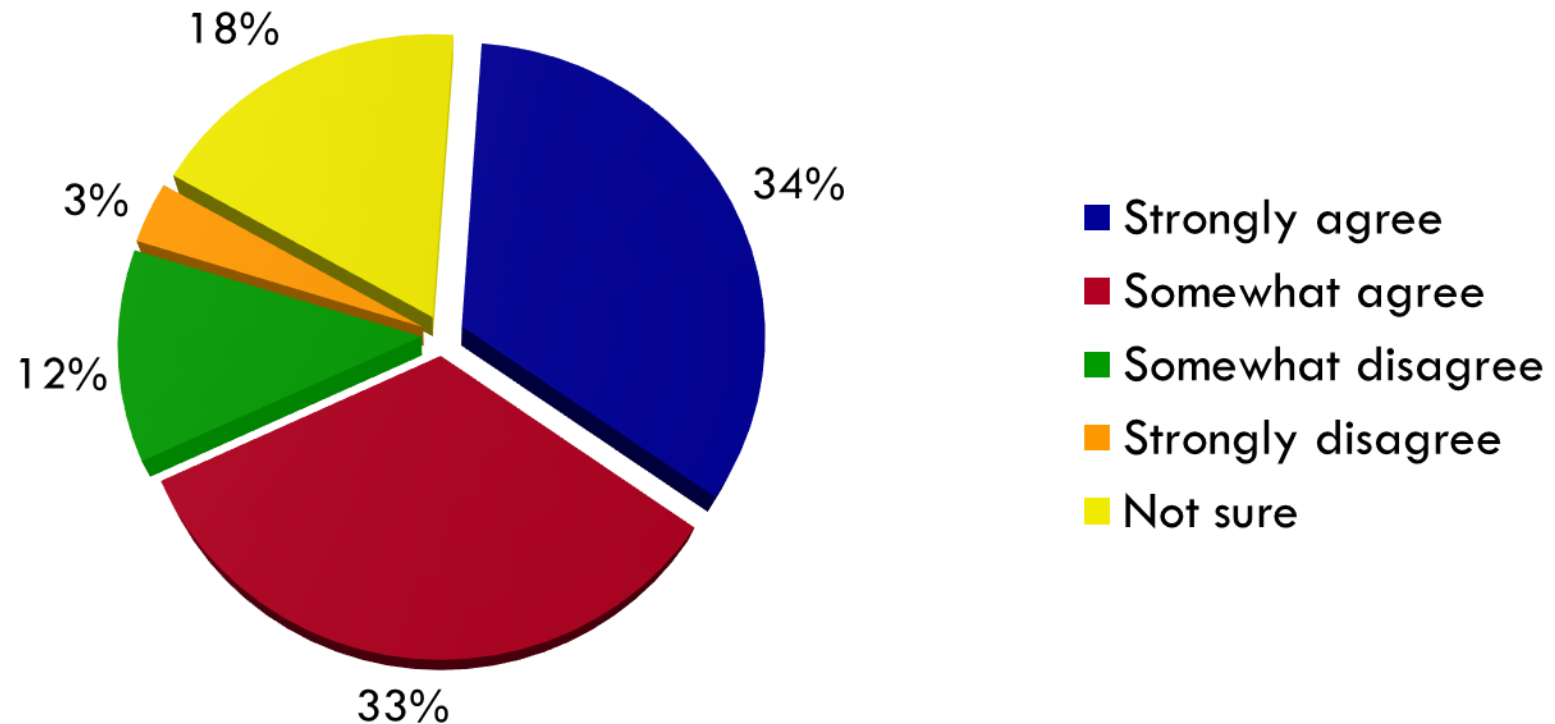


SOURCE: NORC at the University of Chicago, *General Social Survey* (1973–2016).

From *Perceptions of Science in America* (American Academy of Arts & Sciences, 2018)

Do you agree that public policies should be based on the best available science?

- 72% of Democrats and 70% of Republicans agree, compared with 57% of Independents.

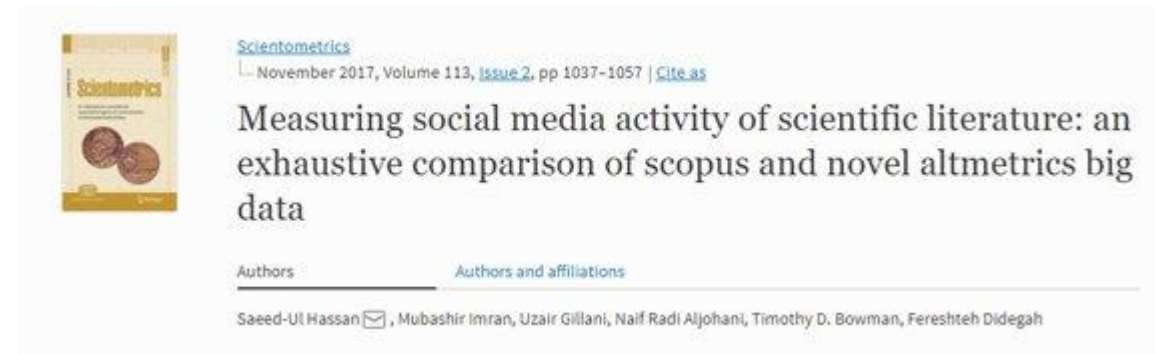


Zogby
Analytics

Source: A Research!America survey of U.S. adults conducted in partnership with Zogby Analytics in January 2017.

Why bother?

- Funding
- Widespread dissemination
- Increased citations
- Renewed enthusiasm
- Institutional recognition



Science: When are results newsworthy?

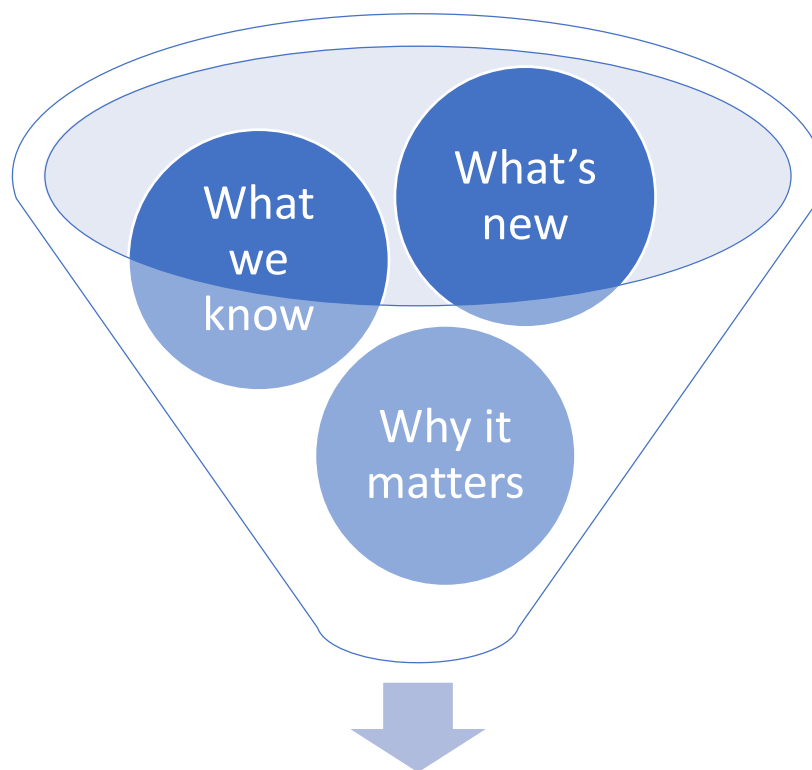
- Are new
- Are unusual or counterintuitive
- Significantly advance a field
- Relate to current events or landmarks
- Impact our daily lives
- Change our understanding of the universe
- Appeal to the senses



Crafting a message for a news story



Prepare your “take home” message



What does this mean?

Do your homework

Prepare your main messages in advance

Anticipate what might be contentious

Avoid negative statements about other researchers and their work



Get back to your main messages

Bridge back to your main points

Prepare transition statements. Don't step deeper into the controversy.



Get Back to Your Main Messages

“I see where
you’re going with
that question, but
what’s really
important here is
...”



“That’s not my
particular field of
expertise, but
what I can tell
you is ...”

“That wasn’t the
focus of our
research; what
we found is ...”